

## **Amendments to the Claims**

This listing of claims replaces all prior versions and listings of claims in the application.

### **Listing of Claims:**

1. (Currently Amended) A computer readable storage device storing a program for providing a user interface on a display that enables perception of communications that leverage a chat platform, the program comprising:

a module for rendering a chat application user interface for a chat communications session involving at least a first chat participant and a second chat participant, the first chat participant and the second chat participant using a first chat system and a second chat system, respectively, and the chat application user interface being presented at a system display presented to the second chat participant by the second chat system;

a module for accessing at least one stored personalization item, the stored personalization item being selected by the first or the second chat participant in a non-chat, instant messaging context;

a module for mapping the accessed personalization item selected in the non-chat, instant messaging context, which involves one-to-one communications, to a chat context, which involves one-to-many communications, the mapping being based on definitions of personalization items in the chat context and definitions of the personalization items in the non-chat, instant messaging context, wherein at least one of the definitions of personalization items in the chat context differing from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context; and

a module for rendering the mapped personalization item on the chat application user interface.

2. (Canceled)

3. (Canceled)

4. (Previously Presented) The device of claim 1 in which the personalization item is rendered upon the occurrence of a change in a presence state of the individual chat user.

5. (Canceled)

6. (Canceled)

7. (Previously Presented) The device of claim 1 in which an identifier of the at least one personalization item is obtained by the second chat system from the first chat system in a chat message.

8. (Previously Presented) The device of claim 1 in which an identifier of the at least one personalization item is obtained from a chat host system, the chat host system storing one or more identifiers associated with one or more personalization items for one or more chat users, the chat host system receiving an identity of an individual chat user and accessing an identifier associated with the individual chat user.

9. (Previously Presented) The device of claim 1 in which an identifier of the at least one personalization item is obtained by retrieving the identifier from the second chat system.

10. (Previously Presented) The device of claim 1 in which an identifier of the at least one personalization item is obtained by retrieving the identifier from a remote data store.

11. (Previously Presented) The device of claim 1 in which the personalization item comprises a graphic.

12. (Previously Presented) The device of claim 11 in which the graphic comprises an icon.

13. (Previously Presented) The device of claim 1 in which the personalization item comprises a sound.

14. (Previously Presented) The device of claim 1 in which the personalization item comprises wallpaper capable of being rendered on a chat application user interface.

15. (Previously Presented) The device of claim 1 in which the personalization item comprises an animation sequence.

16. (Previously Presented) The device of claim 1 in which the personalization item comprises a video segment.

17. (Previously Presented) The device of claim 1 in which the personalization item comprises a customized item provided by the first chat participant.

18. (Previously Presented) The device of claim 1 in which personalization item comprises a personalization item provided by a third party.

19. (Previously Presented) The device of claim 18 in which the personalization item is enabled to be rendered in consideration of a payment.

20. (Previously Presented) The device of claim 1 in which the personalization item is configured to expire upon the occurrence of a predetermined event.

21. (Previously Presented) The device of claim 20 in which the predetermined event comprises passage of a predetermined length of time.

22. (Previously Presented) The device of claim 20 in which the predetermined event comprises passage of a predetermined date.

23. (Previously Presented) The device of claim 20 in which the predetermined event comprises a predetermined number of uses.

24. (Currently Amended) A computer implemented method for enabling perception of a personalization item in a chat communications session, the method comprising:

storing on a host system one or more personalization items associated with a chat application operator, the personalization items representing user preferences and being selected by the chat application operator in a non-chat, instant messaging context;

storing, in a memory accessible to a chat host system, a mapping of definitions of the personalization items in a chat context, which involves one-to-many communications, to definitions of the personalization items in the non-chat, instant messaging context, which involves one-to-one communications, wherein at least one of the definitions of personalization items in the chat context differing from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context;

receiving a request from a chat participant system for personalization items associated with the chat application operator;

accessing the stored personalization items and the stored mapping at the host system;

identifying, based on the accessing, personalization items associated with the chat application operator; and

communicating the identified personalization items from the host system to the chat participant system for rendering in a chat application running on the chat participant system, the identified personalization item being mapped, based on the stored mapping, from the non-chat, instant messaging context to the chat context for rendering in the chat application.

25. (Original) The method of claim 24 in which receiving the request comprises:  
receiving an identifier enabling identification of a personalization item associated with the chat application operator.

26. (Original) The method of claim 24 in which receiving the request comprises  
receiving an identity of the chat participant; and

accessing the personalization items comprises accessing the personalization items associated with the received identity.

27. (Original) The method of claim 25 in which receiving the identifier further comprises receiving an identifier comprising a location on the host system of the personalization item.

28. (Original) The method of claim 27 in which the identifier further comprises an item type and a data size.

29. (Original) The method of claim 27 wherein the identifier further comprises one or more of a custom item flag, an official item flag, a banned item flag, and a redirect to different item flag.

30. (Original) The method of claim 24 in which the host comprises a server authorized as a partner to a chat host.

31. (Original) The method of claim 24 in which storing the personalization items comprises storing a graphic.

32. (Original) The method of claim 31 in which the graphic comprises an icon.

33. (Original) The method of claim 24 in which storing the personalization items comprises storing a sound.

34. (Original) The method of claim 24 in which storing the personalization items comprises storing wallpaper capable of being rendered on a chat application user interface.

35. (Original) The method of claim 24 in which storing the personalization items comprises storing an animation sequence.

36. (Original) The method of claim 24 in which storing the personalization items comprises storing a video segment.

37. (Original) The method of claim 24 in which in which storing the personalization items comprises storing a personalization item configured to expire upon the occurrence of a predetermined event.

38. (Original) The method of claim 37 in which the predetermined event comprises passage of a predetermined length of time or the passage of a predetermined date.

39. (Original) The method of claim 37 in which the predetermined event comprises a predetermined number of uses.

40. (Original) The method of claim 37 further comprising:  
determining whether the personalization item has expired, and  
disallowing access to the personalization item if the personalization item has expired.

41. (Original) The method of claim 24 further comprising:  
determining whether the personalization item has been banned, and disallowing access to  
the personalization item if the personalization item has been banned.

42. (Original) The method of claim 24 further comprising creating an identifier for a  
personalization item based upon the application of an algorithm to at least a portion of data  
comprising the item.

43. (Original) The method of claim 42 further comprising determining if the  
personalization item is stored at the host system based upon the identifier; and, if the  
personalization item is stored at the host system, declining to redundantly store the  
personalization item at the host system.

44. (Original) The method of claim 43 further comprising determining whether the personalization item is an official item based upon the identifier; and displaying the personalization item if the personalization item is an official item.

45. (Currently Amended) A computer readable storage device storing a computer program, the computer program comprising instructions for:

storing on a host system one or more personalization items associated with a chat application operator, the personalization items representing user preferences and being selected by the chat application operator in a non-chat, instant messaging context;

storing, in a memory accessible to a chat host system, a mapping of definitions of the personalization items in a chat context, which involves one-to-many communications, to definitions of the personalization items in the non-chat, instant messaging context, which involves one-to-one communications, wherein at least one of the definitions of personalization items in the chat context differing from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context;

receiving a request from a chat participant system for personalization items associated with the chat application operator;

accessing the stored personalization items and the stored mapping at the host system;

identifying, based on the accessing, personalization items associated with the chat application operator; and

communicating the identified personalization items from the host system to the chat participant system for rendering in a chat application running on the chat participant system, the identified personalization item being mapped, based on the stored mapping, from the non-chat, instant messaging context to the chat context for rendering in the chat application.

46. (Previously Presented) The device of claim 45 in which instructions for receiving the request comprises instructions for receiving an identifier enabling identification of a personalization item associated with the chat application operator.

47. (Previously Presented) The device of claim 45 in which instructions for receiving the request comprises instructions for receiving an identity of the chat participant; and instructions for accessing the personalization items comprises instructions for accessing the personalization items associated with the received identity.

48. (Previously Presented) The device of claim 45 in which instructions for storing the personalization items comprises instructions for storing a graphic.

49. (Previously Presented) The device of claim 45 in which instructions for storing the personalization items comprises instructions for storing a sound.

50. (Previously Presented) The device of claim 45 in which instructions for storing the personalization items comprises instructions for storing wallpaper capable of being rendered on a chat application user interface.

51. (Previously Presented) The device of claim 45 in which instructions for storing the personalization items comprises instructions for storing an animation sequence.

52. (Previously Presented) The device of claim 45 in which instructions for storing the personalization items comprises instructions for storing a video segment.

53. (Previously Presented) The device of claim 45 in which in which instructions for storing the personalization items comprises instructions for storing a personalization item configured to expire upon the occurrence of a predetermined event.

54. (Previously Presented) The device of claim 53 in which the predetermined event comprises passage of a predetermined length of time or the passage of a predetermined date.

55. (Previously Presented) The device of claim 53 in which the predetermined event comprises a predetermined number of uses.



56. (Currently Amended) A computer readable storage device storing a computer program, the computer program comprising instructions for:

rendering, on a first chat participant system, a chat application user interface for a chat communications session, which involves one-to-many communications, involving at least an intended second chat participant and a first chat participant; and

rendering at the first chat participant system, a personalization item associated with the second chat participant prior to communication with the intended second chat participant system, the personalization item being selected by the second chat participant in a non-chat, instant messaging session, which involves one-to-one communications, and the rendering of the personalization item being based on a stored mapping of personalization item definitions from a non-chat, instant messaging context to a chat context, wherein at least one of the definitions of personalization items in the chat context differing from at least one of the corresponding definitions of the personalization items in the non-chat, instant messaging context.

57. (Previously Presented) The device of claim 56 in which instructions for rendering at the first chat participant system comprises instructions for rendering at the first chat participant system prior to communication of a chat message with the intended second chat participant system.

58. (Previously Presented) The device of claim 56 in which instructions for rendering at the first chat participant system comprises instructions for rendering at the first chat participant system before a communications session is established with the intended second chat participant system.

59. (Previously Presented) The device of claim 56 in which instructions for rendering at the first chat participant system comprises instructions for rendering at the first chat participant system before the first chat participant system sends a message to the intended second chat participant system.

60. (Previously Presented) The device of claim 56 in which instructions for rendering at the first chat participant system comprises instructions for rendering at the first chat participant system before the first chat participant system receives a message from the intended second chat participant system.

61. (Previously Presented) The device of claim 56 further comprising instructions for:  
obtaining an identifier associated with the personalization item;  
obtaining the personalization item from a source other than a message used to obtain the identifier; and  
rendering the personalization item at the first chat participant system.

62. (Previously Presented) The device of claim 61 in which instructions for obtaining the identifier comprises instructions for:  
sending an identity of the intended second chat participant to a chat host system, the chat host system storing one or more identifiers associated with one or more personalization items for the intended second chat participant; and  
receiving an identifier associated with the individual intended second chat participant in a message from the chat host system.

63. (Previously Presented) The device of claim 61 in which instructions for obtaining the identifier comprises instructions for locating the identifier at the intended second chat participant system.

64. (Previously Presented) The device of claim 61 in which instructions for obtaining the identifier comprises instructions for retrieving the identifier from a remote data store.

65. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for:  
determining whether the personalization item associated with the received identifier is available at the first chat participant system;

retrieving the personalization item from the first chat participant system if the personalization item is available at the first chat participant system; and

requesting the personalization item from a remote source and receiving the personalization item from the remote source at the first chat participant system if the personalization item is not available at the first chat participant system.

66. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining a graphic.

67. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining a sound.

68. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining wallpaper capable of being rendered on a chat application user interface.

69. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining an animation sequence.

70. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining a video segment.

71. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining a customized binary object provided by the intended second chat participant.

72. (Previously Presented) The device of claim 61 in which instructions for obtaining the personalization item comprises instructions for obtaining a personalization item configured to expire upon the occurrence of a predetermined event.

73. (Previously Presented) The device of claim 72 in which the predetermined event comprises passage of a predetermined length of time or on passage of a predetermined date.

74. (Previously Presented) The device of claim 72 in which the predetermined event comprises a predetermined number of uses.

75. (Previously Presented) The device of claim 72 further comprising instructions for: determining whether the personalization item has expired, and disallowing display of the personalization item if the personalization item has expired.

76. (Previously Presented) The device of claim 56 further comprising instructions for: determining whether the personalization item has been banned, and disallowing display of the personalization item if the personalization item has been banned.

77. (Currently Amended) A computer implemented method for enabling perception of a personalization item in a chat communications session, the method comprising:  
storing a personalization item selected by a user in a non-chat, instant messaging context;  
mapping the stored personalization item from a non-chat, instant messaging context, which involves one-to-one communications, to a chat context, which involves one-to-many communications, the stored personalization item having a meaning in the non-chat, instant messaging context that is different from a meaning in the chat context;  
receiving, during a chat communications session involving the user, a request from a chat message recipient system for personalization items associated with the user; and  
sending the mapped personalization item to the chat message recipient system such that the mapped personalization item is rendered at the chat message recipient system when rendering a portion of a chat message.

78-89. (Canceled)

90. (Previously Presented) The method of claim 77, wherein storing a personalization item comprises storing at least one of an image, an icon, a sound, an animation, a video clip, and an emoticon.

91. (Previously Presented) The method of claim 77, wherein storing a personalization item comprises storing an icon associated with a buddy list used for instant messaging.

92. (Canceled)